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AUTHOR Spain, Peter
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ABSTRACT

To identify the listening habits and preferences of the audience of a radio-braodcasting station, DXCD, in a rural area of the Philippines, a questionnaire-based survey was conducted. A total sample of 960 respondents was interviewed. The methodology of the survey is presented, and the demographics of the area described. Results are tabulated in terms of radio listenership and newspaper reading, radio ownership, and preferences in terms of type of program, time of day, language/dialect used, stations heard, and number of hours spent listening. Effects on listeners are also analyzed. The questionnaire and a list of barrios where the survey was conducted are appended. (SK)

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# A SURVEY OF RADIO LISTENERSHIP IN THE DAVAO PROVINCES OF MINDANAO, THE PHILIPPINES

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Peter Spain
September 20, 1971

IR001 890

ACKNOWLEDGEMENT

Survey research can be a hassle. It involves a lot of people. If the project goes smoothly, those people deserve the credit.

In this study, we must mention first Vicente Baldivia, the Research Director for Radio Station DXCD. He had not done this type of research before, but by the end of the study his competence was on a level with his hard work. Also from the DXCD research staff Gregorio Ibanez did the pre-testing, plenty of office work, and the most difficult interviews. Lynn Bonotan pre-tested and typed and typed and typed.

The field directors in Digos and Davao City, Carlos Gaspar and Alice Canonigo, were both people with training and they showed it. Sister Adela Marie in Tagum and Sister Estrella Solibio in Mati allowed us to use their facilities, not to mention their students. Frank Paris, M.M., handled the translations, and Edward Gerlock, M.M., provided advice and encouragement from his background in sociology and his experience in the area. He also has the only random number table in Tagum.

Howard Bieber, M.M., the Station Director, co-operated all the way. After all, it was his work that was under scrutiny, but he never discouraged us. William Galvin, M.M., the Maryknoll superior, also made the situation easy to work in.

Finally, we have to acknowledge the students who did the survey. They did the legwork, they covered all kinds of territory. Whatever validity this study has is due to their enthusiasm, their integrity, and their genuine interest in the project.

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"The idea of having a diocesan radio station had been suggested at a meeting of the priests of Tagum Prelature in 1964 by Fr. Justin Kennedy, M.M. After having made an initial investigation as to the costs of equipment and operating costs of such a station, Fr. Kennedy was appointed Diocesan Director of Mass Media for the Prelature in 1966. Fr. Kennedy continued his investigation regarding the feasibility of the station and handed his findings over to Fr. Douglas Venne, M.M., who was appointed Diocesan Director of Mass Media in 1967.

"Fr. Venne prepared surveys of the Tagum Prelature Area to determine the possible listening audience and their preferences for programming, and he made application for a license to operate a radio station under the Catholic Welfare Organization Franchise. The Radio Station was incorporated under the name of Tagum Community Development Radio Station, Inc., and Bishop Joseph Regan, M.M., Prelate of Tagum Prelature, was named head of the Operation.

"In November, 1968, Fr. Howard T. Bieber, M.M., was appointed Acting Director of Mass Media for the prelature, and in February of 1969 he obtained the license to operate the radio station and the construction permit for the Studio Building." Fr. Venne had been seriously injured in a jeep accident.

"Construction of the Radio Studio Building began on April 24, 1969. Occupancy took place in late August 1969 and installation of equipment was completed in November of that year.

"Radio operation on a test basis began in December 1969 and

full scale operation, consisting of 18 hours per day began on January 2, 1970."

This historical summary from DXCD's "Policy and Plan" traces the path of the idea for a radio station to its realization. The logic behind the idea no doubt was rooted in the geography of the Tagum Prelature. Roads are poor, and often impassible during the rainy season. The population is large but scattered. The 1970 census showed approximately 2.2 people sprinkled through the three Davao provinces and Davao City, in 779 barrios and poblacions. Torturous travel conditions contrast sharply with the speed of radio, and by the mid 1960s radio ownership was common. By mid 1971, 79% of the people had a radio in their homes.

DXCD did not have to familiarize the population with radio. From official records of 1970, the island of Mindanao had no less than sixty-one radio stations! Davao City had fourteen, Digos two, and Tagum two (including DXCD). And so far, television has not offered significant competition to radio. Though there are four stations in Davao City and one in Cagayan de Oro, set ownership is small. The number of stations will probably increase more quickly than the audience size, as broadcasters scramble for channel allocations on the limited VHF spectrum. Lack of electricity and the high price of television receivers are barriers now, but are problems that will certainly be solved eventually. In any case, within this population where a third of the people have had less than five years of schooling and more than half say they never read a newspaper, radio is the medium of the moment.

From the beginning, DXCD saw its purpose as somehow under the category of "community development." (Thus the "CD" in its call letters.) It described its goals in the "Policy and Plan" in terms of giving its listeners a sense of autonomy, identity, and confidence, a futuristic orientation, sensitivity, and security. The realities of establishing a radio station, however, put most of the focus in the first year of operation on setting up the technical facilities and establishing itself in the minds of listeners and advertisers.

While its appeal to advertisers has been gradually increasing, its appeal to the listeners has come from its programs of public service (any listener can come in at certain times of the day to make announcements, usually to his friends or family in the rural areas), its amateur shows taped in different villages, and its farming and household tips. Much of its programming has followed the music-drama-news pattern of other stations, but, without getting ahead of ourselves, we can say that there are certain elements that make DXCD's total programming a bit different in the minds of the listeners.

Feedback to the station had been encouraged by the establishment of "DXCD mailboxes" throughout the listening area. By June 1971, over 45,000 letters had been received through these boxes. While most of them were dedication letters ("play this record for my birthday"), many were more substantial, and gave a definite, if limited, feel of the audience needs.

No systematic research had been done on the audience. Even the Davao City stations, some of which are affiliates of national networks, had done no more than some rough advertising research

within the city itself. With most of the people living in rural areas--80% perhaps--there was no study available to reflect the total population's listening habits or preferences. The need for such information is felt more keenly by a station with "community development" aspirations.

Thus, the situation after several years of planning and preparations and a year and a half on the air: the station was established technically-its hardware was basically installed and running; the staff was competent, young, and gaining experience; the advertising base was growing; the people seemed aware of the station--more than aware, interested.

The purpose of conducting a survey at this time was to find out just what type of people were listening, not only to DXCD but to all the stations on the air; what types of programs they listened to; when they listened; how often they listened; what they preferred. An English translation of the questionnaire appears in Appendix A.

This report will intentionally be quite detailed. It will discuss the methodology of the survey, present the bare inventory of the responses, and then break down the responses of DXCD listeners. The full report is intended only for the DXCD personnel. Other researchers may find the method of interest, as it shows what is possible in a setting like the rural Philippines. Some theoretical considerations and comparisons with other studies of this type may occur to academics too, but basically this work was meant to help DXCD understand its audience better--a communication tool for a communication project.

## CHAPTER 2 - Methodology

The method in this case was survey research. A questionnaire was designed, a staff assembled, and the staff went out and talked to people to complete the questionnaires.

Research is always dictated by the goals of the sponsoring organization. In this instance, the radio station wanted to know how its programs related to its audience. The radio station did not have specific questions that it wanted to ask at this time. That is, it did not have specific development programs that it wanted measured. Therefore the survey had to be general, to get simply a profile of the audience. But because there was no specific group to be interviewed, the research had to sample the total population in the three Davao Provinces and Davao City.

Getting a random sample of barrios was not difficult. Census lists provided the names of all the barrios. We planned to sample forty-eight barrios, twelve from each of the four major population divisions. Within each barrio, twenty people were to be interviewed according to a quota system. The twenty people would include eight adult men, six adult women, and six young people (under 20). This sampling frame was selected because barrios were the smallest unit that would allow random selection. Neither lists of citizens nor maps of the barrios were available. The population within a barrio tends to be homogeneous, so randomness between barrios rather than within the barrios was enough to represent the variance among these 2.2 million people. Thus we were aiming for a total sample of 960 respondents.

The barrios were chosen with a random number table. Only one barrio was rejected after selection. It was a barrio of the town of Jose Abad Santos in Davao del Sur, well beyond the coverage area of DXCD. As a substitute, we included one of the nineteen barrios of Tagum, chosen at random. In the first selection, no Tagum barrio turned up. The barrio of Tagbaobo in the town of Kaputian on the island of Samal had been one of those chosen. Though technically in Davao del Norte province, this barrio is located on the extreme southeast of the island, closer to Davao del Sur and very far from Davao del Norte. Therefore, the sample contained 260 respondents from Davao del Norte and 220 from Davao del Sur. However, for analysis purposes, we considered that we had 240 respondents from each province. While this did not correspond to provincial divisions, it did correspond to geography and was more logical.

The survey itself was designed with the consultation of the Station Director, the Programming Director, and the Head of Research for the station. Other Filipinos, including the Director of Mass Media for the Archdiocese of Davao, and persons experienced in social science research provided useful additions and deletions. The survey went through three drafts before everyone was satisfied.

The third draft was translated from English into Visayan by the staff of the Maryknoll Language School in Davao City. In length, it covered the front and back of an 8½" by 13" sheet. Considerations for length included mainly the attention span of the respondents--the questions had to be limited--as well as the confusion that results from a multiplication of paper in a field setting. Occam's Law.

Two members of the DXCD research staff pre-tested the questionnaire in Tagum. The questions were found to be understandable, and the length of 15-20 minutes very acceptable. With no major revisions called for, the research was ready for the next stage: the recruitment and training of a field staff.

With the difficulties of geography, it was decided that we organize not just one field staff, but four field staffs, one in each capital city. Tagum is the capital of Davao del Norte province, Digos the capital of Davao del Sur, Mati the capital of Davao Oriental, and Davao City proper the center of its 111 barrios. Digos and Mati are about three hours distant from Tagum, to the West and East respectively, and Davao is midway between Digos and Tagum.

The language situation in the Philippines is quite favorable for organizing a staff of interviewers. We were able to recruit college students. In the Philippines, the language of instruction in secondary and higher education is English so that communication is smooth. The training sessions could be held in English, and then the interviewers could take the questionnaire out into the field and conduct the interviews in Visayan, their first language. The Research Director for DXCD, Vicente Baldivia, was able to go over the questionnaire with the interviewers during the training sessions to explain questions about the Visayan wording.

The training sessions were held in the four cities, two sessions in each city. In between these two sessions in each place, the interviewers went out and conducted one interview, and this interview was discussed in the second session, giving a much more concrete focus to the second training session. In approaching potential respondents,

interviewers were instructed to explain themselves as working with a university team that was studying Filipino use of newspapers and radio. There was no hint that DXCD was sponsoring the research.

Gathering a staff in a foreign situation is the most formidable task facing a visiting research worker. In this case, however, Maryknoll had its own sociologist in the region who in turn was well acquainted with professors of sociology in Digos and Davao. These professors functioned as regional coordinators and supervisors; they recruited students, in some cases selectively, and did some of the preliminary explanations of the research. Their presence on their local scenes and their ability to handle situations in the field and make their own judgments was no small contribution to the success of this research. They even went into the field with many of their students- reflecting their own interest in the project.

In Mati, contact was established with the college there. A local supervisor and a great deal of co-operation was available. In Tagum, we also worked through the local college, and were able to handle the supervision ourselves. In this way we were able to assemble, train, and supervise a field staff of over fifty persons. All were paid on a per-interview basis, with travel expenses and some real money as well.

Davao Oriental had four barrios in our sample that could not be reached in a one or even a two day trip from Mati. With college in session, all the work was to be done on weekends (somewhat better, because the farmers were more likely to be in the barrios, not in the rice paddies). There was no way that these four barrios could be covered from Mati by college students. Some travel would have to be

by boat, and a great deal of walking was involved. But we were very reluctant to eliminate these barrios because of their inaccessibility. To do so would invalidate our research as truly representative of the region.

The solution was to send a member of the DXCD research staff, Gregorio Ibanez, by himself through the four barrios involved. This adventurous trip took nine days and produced very valuable interviews.

Within this framework of organization, all the interviews were completed within three weekends. The final totals include 241 for Davao del Norte and 239 for Davao Oriental, because one interviewer did twenty-one interviews and one of the interviews from Oriental was invalid. So somewhat serendipitously, the total remained 960.

Perhaps the largest question that was answered in this project was: Could the project be done at all? Could we get a real random sample in geographical conditions like this? Would we be able to assemble a staff that would do all the legwork involved? Would the geography tempt us to cut corners, so that our sample becomes a "sort-of" random sample--not a random sample at all? In the United States, we had had experience with student interviewers who found it much easier to fill out the questionnaires in their own homes; they were trying to fake their work. While an experienced researcher can spot forged interviews, the time lost by such shenanigans can prevent the gathering of the desired sample.

In this study, we have no indications of any fraudulent work. The descriptions of the barrio work by the students; the receipts from boat drivers, jeepney drivers, logging-truck drivers; the reports from the supervisors; the genuine ring of the interviewers themselves

(it is almost impossible to fill out twenty interviews yourself and still reflect the kind of variance within the population--if interviewers could do this, they would not need to go into the field anyway)--all these elements are present in this project. They tend to reassure a paranoid researcher.

When the interviewers finished, they passed in their completed interviews through the supervisors in each central town. These interviews were all coded so that the data could be prepared for electronic processing. The DXCD research staff assisted us with the translation of responses, since all the interviews were conducted in Visayan. However, to keep the coding judgments as uniform as possible, all the coding was done by one judge.

Then the coding sheets were taken to the Computation Center of the University of Mindanao in Davao City. The keypunching was done there, but because of their still-limited computing facilities, the actual data processing was done at the Computation Center of Stanford University. We present now the inventory of responses from our sample of 960 people.

## CHAPTER 3 - Results

We can begin quite straightforwardly by presenting a provincial breakdown of the demographics on the sample. Information is available on the age, sex, religion, education, origin and occupation of the sample. Age and sex were not allowed to vary randomly, since we put constraints on the sample within each barrio in terms of age and sex.

By looking at the age and sex figures, we can, however, see how similar the fifty or so interviewers were in their selection of respondents.

TABLE 1

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| % of males | 53.9 | 53.5 | 54.6 | 53.6 | 53.7 |

The interviewers followed instructions in picking their quota samples within the barrios. Told to get eight adult men, six adult women, and six young people, they should have questioned 55% men. They seem to have favored female young people just slightly in their selections. The pattern is the same in each province.

There were six age categories: below 15, 15-24, 25-34, 35-44, 45-54, and above 55. This is how they break down across provinces:

TABLE 2

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| below 15 | 8.3 | 10.4 | 4.6 | 10.9 | 7.5 |
| 15-24 | 31.4 | 29.0 | 35.0 | 28.0 | 33.3 |
| 25-34 | 21.1 | 22.8 | 20.0 | 23.4 | 18.3 |
| 35-44 | 18.5 | 19.5 | 17.5 | 18.4 | 18.8 |
| 45-54 | 14.0 | 12.4 | 12.5 | 15.5 | 15.4 |
| above 55 | 6.4 | 5.4 | 9.6 | 3.8 | 6.7 |

The two lower ranges do not show consistency when considered separately, but taken together they come close to 40%. Since the cut-off point for our definition of "young people" was not strict ("about 20"), this does not indicate a divergence in this under-20 respect. However, Davao del Sur is certainly under-represented in terms of the under-15 group, and over-represented in terms of above-55. The other categories show a definite uniformity. The picture given by this breakdown maintains our confidence that the sample is homogeneous in terms of age and sex. This is a definite intended artifact of our design and not a statement about the actual population of this area. In setting up such a design, we obviously <u>assumed</u> this homogeneity and do in fact base inter-provincial comparisons on this assumption.

Other demographic categories fell in through no manipulation of the design.

TABLE 3

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| % Catholic | 89.2 | 89.6 | 89.2 | 86.6 | 91.2 |
| % married | 54.5 | 56.8 | 54.2 | 51.0 | 55.8 |
| % born in province | -- | 8.7 | 18.8 | 26.4 | 15.0 |
| % four years or less in province | -- | 27.0 | 16.7 | 15.5 | 25.7 |
| % born in Visayas | 44.8 | 53.1 | 48.3 | 30.5 | 47.1 |
| % more than six years of schooling | 33.3 | 33.2 | 24.1 | 35.6 | 40.0 |

The immigration patterns are no surprise to persons familiar with the frontier atmosphere of Mindanao. Davao del Norte leads the immigration picture, a picture that becomes clearer when we give the total population figures for these areas:

Davao del Norte -- 438,000

Davao del Sur -- 733,000

Davao Oriental -- 247,000

Davao City -- 738,000 (1970 figures)

The implications for broadcasters in the community development area are quite different in the face of such a fluid population. This listening area has differences in terms of birthplace, but not in terms of religion as would characterize the neighboring province of Cotabato, where there is a substantial and well-established Muslim population. Only 1.1% of our sample said they were Muslims. 7.2% said they belonged to one of several Protestant congregations in the

area, so the total population is over 96% Christian.

In terms of occupations, our categories were quite general, but they nevertheless give a feeling for the type of persons who are included in this sample.

TABLE 4

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| % land-owning farmers | 24.2 | 22.8 | 25.0 | 27.6 | 21.2 |
| % tenant farmers | 15.2 | 15.4 | 21.2 | 10.5 | 13.7 |
| % fishermen | 3.4 | .4 | 3.7 | 6.3 | 3.3 |
| % housewives | 18.6 | 22.8 | 18.8 | 13.8 | 19.2 |
| % professionals | 2.6 | 2.9 | 2.1 | 2.1 | 3.3 |
| daily wage earner | 9.2 | 5.4 | 10.8 | 10.0 | 10.4 |
| unemployed | 7.0 | 5.0 | 3.3 | 11.3 | 8.3 |
| students | 17.4 | 24.5 | 12.9 | 13.0 | 19.2 |
| businessmen | 2.3 | .8 | 1.7 | 5.4 | 1.2 |

The backbone of the population is composed of farmers, their wives, and their children, many of whom are students.

Media habits

We will present each question now, and give the provincial sub-totals. All tables here contain percentages.

"When you hear about new things, do you hear about them from other people, or from the newspaper, or from the radio?"

TABLE 5

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| people | 9.4 | 4.1 | 7.9 | 18.8 | 6.7 |
| newspapers | 2.7 | 4.6 | 3.3 | 1.3 | 1.7 |
| radio | 68.7 | 66.0 | 72.1 | 55.2 | 81.3 |
| all | 5.7 | 3.3 | 8.3 | 3.8 | 7.5 |
| radio & papers | .4 | .4 | .8 | .4 | 0.0 |
| radio & people | 5.5 | 5.0 | 3.3 | 12.1 | 1.7 |

Radio is at its strongest in Davao City as a source of news, and weakest in the more isolated Davao Oriental. Even in Davao City, newspapers have minimal impact. (Perhaps we should point out that the term "Davao City" is not precise in this context. The geographical area under this title is still mostly a rural area, quite similar to other areas in the sample. A random sample of people in "Davao City" yields a very rural population. Of course, these people are closer to the more cosmopolitan downtown urban area, and have easier access to that area. This is a major difference between them and people from the other provinces.)

The importance of radio as a source of news stands out , both from Table 5, and from Table 6 which contains the responses to the question:

"How often do you read the newspapers?"

TABLE 6

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| never | 52.0 | 52.7 | 55.8 | 61.5 | 37.9 |
| once a month | 18.9 | 19.1 | 20.8 | 10.0 | 25.4 |
| once a week | 19.4 | 19.9 | 15.4 | 16.7 | 25.4 |
| 3/4 times/week | 6.8 | 4.1 | 5.8 | 10.9 | 10.0 |
| daily | .2 | .4 | 0.0 | 0.0 | .4 |

Over 50% of the sample never read a newspaper. This represents more than just the illiterates in the sample since a thrid of the sample attended school for at least six years, and another third (32.9%) completed four years of schooling. Note further that of the entire

960 respondents in this sample, only two individuals (.2%) said that they read a newspaper every day. These data reflect both illiteracy and the impossibility of rapid newspaper distribution to this scattered, isolated population. Even among elements of the population which are not that remote--for example, our respondents from the center of Davao, or from Tagum, or from Digos--newspapers have very small and intermittent readerships.

"Do you have a radio at home?"

TABLE 7

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| yes | 79.1 | 84.6 | 77.5 | 72.8 | 81.3 |
| no | 20.1 | 14.5 | 21.2 | 26.4 | 18.3 |

This refers not to personal ownership of a radio, but to family ownership. It attests to a certain accessibility to radio among the population, but refers of course only to radio within a person's home. As we see from the nest question, people without a radio at home have ready access to other radios.

"How often do you listen to the radio?"

TABLE 8

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| never | 5.0 | 1.7 | 3.7 | 13.4 | 1.2 |
| weekly | 9.9 | 11.2 | 10.0 | 8.4 | 10.0 |
| 3/4 times/week | 8.1 | 8.3 | 10.8 | 1.7 | 11.7 |
| daily | 76.5 | 78.4 | 75.0 | 75.7 | 76.7 |

Davao Oriental, while having many more non-listeners than the other areas, still has the same number of daily listeners. It is only the casual listeners who are missing from the profile of Davao Oriental. In the whole area, 95% of the population listens to the radio at least once a week, with an overwhelming majority of the people listening every day.

In Davao Oriental, the 13.4% of the population who never listen to radio seem to represent a certain isolated element. The replies which returned from places like the Rizal barrio of Manay give the impression that the respondents in some cases have only the vaguest awareness of radio, and an even more vague awareness of any program

content. The fuzzy impression made by radio in such an area contrasts sharply with the detailed replies that come in from most areas.

"If you listen every day, how many programs do you listen to each day?"

TABLE 9

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| one | 7.3 | 7.5 | 7.9 | 7.5 | 6.2 |
| two | 11.8 | 7.5 | 17.1 | 10.0 | 12.5 |
| three | 14.5 | 17.8 | 15.0 | 16.7 | 8.3 |
| four | 13.1 | 18.3 | 9.6 | 10.9 | 13.7 |
| five | 12.6 | 13.3 | 10.8 | 10.9 | 15.4 |
| six | 4.[illegible] | 5.8 | 6.7 | 2.5 | 3.3 |
| seven | 4.1 | 3.7 | 4.2 | 5.9 | 2.5 |
| eight | 3.2 | 3.3 | 2.1 | 2.5 | 5.0 |
| nine or more | 9.0 | 5.8 | 6.2 | 12.1 | 11.7 |

If we translate the number of programs into hours by conservatively equating one program to a half hour, we still conclude that most people in the area surveyed listen to the radio several hours a day. We should note that those who answered this question were only the 75% of the sample who listen every day. With this proviso observed, there are still more than 62% of the total population who listen to three or more programs every day.

"What time of day do you listen most?"

TABLE 10

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| early morning | 15.2 | 17.4 | 15.8 | 10.5 | 17.1 |
| morning | 24.5 | 16.6 | 27.5 | 27.2 | 26.7 |
| noon | 6.9 | 4.6 | 12.1 | .4 | 10.4 |
| afternoon | 7.5 | 7.1 | 8.3 | 6.3 | 8.3 |
| early evening | 8.2 | 10.4 | 4.2 | 8.4 | 10.0 |
| night | 7.8 | 7.9 | 7.4 | 2.9 | 12.9 |

A substantial number could not pick out just one time of day as their most frequent radio time: 22.8% of the total. But of the times preferred, early morning and morning hours seem to be

the favorites. The question could be asked: Do people listen in the morning because it is more convenient, or do they listen in the morning because they prefer the programs at that time. In this survey, as we will discuss, one drama (soap opera) on one station is by far the favorite program within this population ("Diego Salvador" on DXAW at 11:30 a.m.) We would infer in this instance that the program, rather than the time of day, is the determining factor in making the morning hour stand out. But perhaps persons closer to the Davao situation would be better able to weigh these factors in a proper balance.

"What language do you prefer on the radio?"

TABLE 11

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| Cebuano | 82.8 | 81.7 | 92.9 | 68.8 | 87.9 |
| English | 2.3 | 2.9 | 1.2 | 1.7 | 3.3 |
| Tagalog | 6.9 | 6.2 | 1.7 | 12.6 | 7.1 |

The enthusiasm for Cebuano is beyond question. We should note that the relatively small percentage in Davao Oriental stems from the fact that 13% of the people there never listen to the radio anyway, and all our figures are based on the total population figures. Programmers and advertisers sometimes toy with the idea that English would be preferred by the educated audience, or that Tagalog--the national language--should be used over the air. In the Davao area, these notions should be considered in the light of these percentages. The vast majority of this mainly rural population prefers Cebuano. Radio programmers--who are in the only medium that really gets to these people--should not fritter away their opportunity by using languages that are not preferred--and indeed, in most cases, not understood.

We asked the people how often they listened to various types of programs. The following pages contain the tables with the results from this question. First, we will present the total picture of the relative popularity of types of programs; then, the breakdown of preferences according to provinces.

"How often do you listen to the following types of programs?"

TOTAL TABLE 12

| | daily | weekly | monthly | never |
|---|---|---|---|---|
| religious | 26.0 | 28.4 | 10.3 | 29.6 |
| music | 62.1 | 21.2 | 4.6 | 7.1 |
| farming | 31.6 | 21.0 | 12.1 | 29.5 |
| household/ marketing | 24.7 | 20.6 | 11.7 | 35.3 |
| family planning | 8.5 | 13.3 | 9.1 | 61.5 |
| drama | 68.5 | 14.1 | 4.6 | 7.8 |
| commentary | 22.2 | 21.6 | 10.9 | 39.0 |
| interview | 18.8 | 24.7 | 15.2 | 34.8 |
| public service | 38.0 | 23.4 | 9.9 | 22.4 |
| political | 12.4 | 17.5 | 16.9 | 45.0 |
| amateur | 12.4 | 70.2 | 4.5 | 7.8 |
| dedication | 30.2 | 26.4 | 7.8 | 30.6 |
| news | 71.9 | 15.9 | 3.5 | 3.5 |

DEL NORTE TABLE 13

| | daily | weekly | monthly | never |
|---|---|---|---|---|
| religious | 39.4 | 32.8 | 6.2 | 20.3 |
| music | 62.7 | 23.2 | 2.5 | 10.4 |
| farming | 40.2 | 19.1 | 11.2 | 27.4 |
| household/ marketing | 35.3 | 16.6 | 11.2 | 30.3 |
| family planning | 14.1 | 19.9 | 8.3 | 53.5 |
| drama | 65.1 | 14.1 | 9.1 | 9.5 |
| commentary | 24.9 | 17.0 | 10.0 | 44.4 |
| interview | 18.7 | 24.9 | 11.6 | 42.3 |
| public service | 34.4 | 25.7 | 12.0 | 26.1 |
| political | 4.1 | 12.4 | 19.5 | 58.9 |
| amateur | 5.0 | 85.1 | 4.1 | 4.1 |
| dedication | 36.1 | 22.4 | 11.2 | 29.5 |
| news | 71.4 | 19.1 | 4.1 | 3.9 |

DEL SUR TABLE 14

| | daily | weekly | monthly | never |
|---|---|---|---|---|
| religious | 20.8 | 20.0 | 15.4 | 40.0 |
| music | 57.1 | 22.1 | 8.7 | 9.2 |
| farming | 29.6 | 25.4 | 15.4 | 32.9 |
| household/ marketing | 22.1 | 26.3 | 15.4 | 32.9 |
| family planning | 7.9 | 14.2 | 11.2 | 61.2 |
| drama | 69.6 | 17.1 | 4.6 | 5.4 |
| commentary | 25.4 | 22.9 | 13.7 | 33.7 |
| interview | 15.4 | 30.0 | 22.1 | 28.3 |
| public service | 40.4 | 23.3 | 12.5 | 19.6 |
| political | 17.5 | 21.2 | 25.0 | 31.7 |
| amateur | 9.6 | 70.4 | 8.7 | 8.3 |
| dedication | 22.5 | 30.0 | 12.1 | 32.5 |
| news | 72.5 | 19.6 | 2.9 | 2.1 |

ORIENTAL TABLE 15

| | daily | weekly | monthly | never |
|---|---|---|---|---|
| religious | 25.5 | 20.9 | 8.8 | 27.6 |
| music | 66.5 | 12.1 | 2.5 | 2.9 |
| farming | 25.9 | 13.8 | 10.9 | 33.5 |
| household/ marketing | 17.2 | 11.3 | 9.6 | 43.1 |
| family planning | 5.9 | 10.5 | 6.3 | 58.6 |
| drama | 73.2 | 5.9 | .8 | 5.9 |
| commentary | 11.7 | 23.0 | 6.7 | 41.4 |
| interview | 14.2 | 21.3 | 10.0 | 35.1 |
| public service | 36.4 | 14.2 | 6.3 | 25.1 |
| political | 7.9 | 15.9 | 7.5 | 46.0 |
| amateur | 5.9 | 69.0 | 2.5 | 6.7 |
| dedication | 33.1 | 24.3 | 1.7 | 25.1 |
| news | 74.5 | 4.2 | 2.9 | 3.3 |

DAVAO CITY TABLE 16

| | daily | weekly | monthly | never |
|---|---|---|---|---|
| religious | 18.3 | 40.0 | 10.8 | 30.4 |
| music | 62.1 | 27.5 | 4.6 | 5.8 |
| farming | 30.4 | 25.8 | 10.8 | 31.3 |
| household/ marketing | 24.2 | 28.3 | 10.4 | 35.0 |
| family planning | 6.2 | 8.7 | 10.4 | 35.0 |
| drama | 66.2 | 19.2 | 3.7 | 10.4 |
| commentary | 26.7 | 23.3 | 13.3 | 36.3 |
| interview | 26.7 | 22.5 | 17.1 | 33.3 |
| public service | 40.8 | 30.4 | 8.7 | 18.8 |
| political | 20.0 | 20.4 | 15.4 | 43.3 |
| amateur | 29.2 | 56.3 | 2.5 | 12.1 |
| dedication | 29.2 | 28.7 | 6.2 | 35.4 |
| news | 69.2 | 20.8 | 4.2 | 5.8 |

The outstanding categories of programs are news, drama, and music on a daily basis, and, on a weekly basis, amateur programs. These tables are best studied by persons familiar with the programs of all the stations within the Davao area. The accuracy of these figures probably can be questioned because of the "halo effect" of asking all these questions together. Lesser categories are probably over-represented, so that it would not be advisable to take the figures too literally. What information we do get is this: the main favorites are music, news, drama, and amateur shows, while the shows never heard by a majority of the population are family planning programs and political programs. The "halo effect" means that the positive attitude held toward less favored programs becomes more positve--when both types of programs are discussed together. When we get to a breakdown of the stations preferred by this audience, we will get a better idea of which stations' programs are reflected in this preceding set of tables.

"Do you listen to the radio more for entertainment, or more for information?"

TABLE 17

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| entertainment | 41.9 | 33.6 | 47.1 | 40.2 | 46.7 |
| information | 32.3 | 34.4 | 27.9 | 29.3 | 37.5 |
| both | 21.4 | 30.7 | 22.1 | 16.7 | 15.8 |

The attitude of people toward radio is mainly formed by the radio programming itself. Only one in three of the listeners in Davao del Norte think of radio simply in terms of entertainment. The expectations of the people toward what the radio can give them will obvisouly be of interest to programmers who are planning new shows. If a station wishes to push an information campaign, it will be very difficult if the people do not look upon radio as an information medium. Table 17 gives the trends across the different provinces of the people's expectations of radio.

"What is your favorite radio program?"

TABLE 18

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| religious | .3 | .4 | .4 | 4 | .0 |
| music | 8.4 | 5.4 | 10.8 | 9.1 | 8.3 |
| farming | 1.9 | 5.0 | .4 | 1.6 | .4 |
| family planning | .2 | .8 | .0 | .0 | .0 |
| drama | 58.5 | 58.3 | 56.6 | 52.7 | 66.2 |
| commentary | 1.9 | 3.3 | 1.2 | .4 | 2.5 |
| interview | .3 | .8 | .0 | .4 | .0 |
| public service | .7 | 1.2 | .4 | .4 | .8 |
| political | .0 | .0. | .0 | .0 | .0 |
| amateur | 3.5 | 4.5 | 2.5 | 4.1 | 2.9 |
| dedication | 2.7 | 2.9 | 3.3 | 1.6 | 2.9 |
| news | 11.1 | 9.1 | 14.5 | 9.1 | 11.6 |
| social awareness | .4 | .0 | .8 | .4 | .4 |
| other | .6 | .8 | .8 | .8 | .0 |

While news programs had slightly more popularity in terms of daily audience, dramas easily outdistance all other programs (even all other programs combined) in terms of favorites. The previous question ("do you listen for entertainment or for information?") would have had us expect that news programs would be the favorites of a greater percentage of the sample. With the evident dominance of dramsa, we are led to infer that dramas are not solely entertainment. It seems that these rural people in their isolated barrios learn about other people and how they handle their problems in these soap operas.

"What station is your favorite program on?"

TABLE 19

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| DXCD | 9.7 | 34.0 | 2.0 | 2.5 | .4 |
| DXMC | 5.6 | 2.5 | 5.0 | 7.0 | 7.9 |
| DXAW | 61.0 | 50.6 | 62.5 | 57.9 | 72.9 |
| DXDN | .1 | .4 | .0 | .0 | .0 |
| DXRA | 1.5 | .8 | 2.9 | 1.6 | .8 |
| DXED | .6 | .4 | .8 | .0 | 1.2 |
| DXDC | 1.9 | .0 | 2.0 | .0 | 5.4 |
| DXUM | 1.4 | .4 | 1.2 | .8 | 3.3 |
| DXSS | .1 | .0 | .4 | .0 | .0 |
| DXDS | 2.8 | .0 | 8.3 | .4 | .0 |
| DXML | .4 | .0 | 1.6 | .0 | .0 |
| DYRC | .0 | .0 | .0 | .0 | .0 |
| DXKT | .4 | .0 | .0 | .4 | 1.2 |
| DXKD | .1 | .0 | .0 | .4 | .0 |
| DZXL | .2 | .0 | .0 | .8 | .0 |
| DYCB | .0 | .0 | .0 | .0 | .0 |
| DXMT | 1.4 | .0 | .0 | 3.7 | 1.6 |
| DXDO | .2 | .o | .o | .8 | .0 |
| DXMM | .1 | .0 | .0 | .0 | .4 |
| DXRP | .2 | .0 | .0 | .0. | .8 |
| DXGE | .0 | .0 | .0 | .0 | .0 |
| DXRE | .0 | .0 | .0 | .0 | .0 |
| DXRD | .1 | .0 | .0 | .0 | .4 |

We did not code the exact program to find out specifically which program is the favorite by how much of a margin. The staff at DXCD has the original questionnaires· a casual reading of these questionnaires will show that dramas are the reason that DXAW dominates the favorite show category. "Diego Salvador" and "Maria Flor de Luna" appear again and again. Where DXCD is named as the station of the favorite show, its dramas are mentioned often--although we found that DXCD's most popular show is not a drama.

In these tables, many times just one person has mentioned a given station. A ".1" in the "total" column represents one person, one out of 960. A ".4" in one of the provinces represents one person, one out of 240. You can get a rough idea of the actual number of responses for this.

Perhaps more striking than the dominance of DXAW is the weakness of so many stations. DXCD, while unable to overcome DXAW on this measure even in its own province, still has a substantial following in that province, Davao del Norte. DXDS, the station in Digos, does not have a comparable audience in Davao del Sur. And twelve stations are mentioned as being "the station of my favorite show" by only two people, or by only one person, or by nobody at all.

But this question may mask the true popularity of other stations since it just asked about favorite shows. We compared stations in two other ways. First, we asked the people if they thought all radio stations were the saem. 75% said "No, radio stations are not all the same." Then we asked this 75% which station was in fact best. The percentages we give here in relation to this question are from this 75%; however in this case and all other cases, we use percentages based on the total population. Even though only 75% had an opinion on this question, we do not want to get into statements like "20% of the preceding 75% thought that DXAW was the best station." We will say, "15% of the population thought that DXAW was the best station."

The DY-stations (DYRC and DYCB) were mentioned by people in Cateel, in Davao Oriental. The DY prefix means that the station is from the Visayas, probably Cebu in these two cases. Someone even mentioned a DZ prefix, which would refer to a station in Luzon. The DX prefix means Mindanao.

"Which station is best?"

TABLE 20

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| DXCD | 12.9 | 44.8 | .4 | 4.1 | 2.0 |
| DXMC | 4.9 | .4 | 5.8 | 5.4 | 7.9 |
| DXAW | 43.8 | 32.7 | 42.9 | 51.2 | 48.3 |
| DXDN | .3 | 1.2 | .0 | .0 | .0 |
| DXRA | 2.1 | 1.6 | 1.6 | 4.5 | .4 |
| DXED | .4 | .4 | .0 | .0 | 1.2 |
| DXDC | 1.0 | .4.4 | .4 | .4 | 2.9 |
| DXUM | 1.6 | .4 | .8 | 1.2 | 4.0 |
| DXSS | .1 | .0 | .4 | .0 | .0 |
| DXDS | 2.0 | .0 | 8.3 | .0 | .0 |
| DXML | .2 | .0 | .8 | .0 | .0 |
| DYRC | .2 | .0 | .0 | .8 | .0 |
| DXKT | .3 | .0 | .0 | .4 | .8 |
| DXKD | .1 | .0 | .0 | .4 | .0 |
| DZXL | .1 | .0 | .0 | .4 | .0 |
| DYCB | .1 | .0 | .0 | .4 | .0 |
| DXMT | 1.7 | .0 | .8 | .2.9 | 2.9 |
| DXDO | .1 | .0 | .0 | .4 | .0 |
| DXMM | .1 | .0 | .0 | .0 | .4 |
| DXRP | .1 | .0 | .0 | .0 | .4 |
| DXGE | .1 | .0 | .0 | .0 | .4 |
| DXRE | .1 | .0 | .0 | .4 | .0 |
| DXRD | .0. | .0 | .0 | .0 | .0 |

When the direct effects of the very popular dramas are eliminated by asking the question more generally, the dominance of DXAW is slightly less. DXCD takes the lead in its own province. DXMC gets less favor, while the other stations still fail to show any strong reasons for their existence on the air.

Now we move to the third comparison of stations, this one the most straightforward and significant.

"What radio station do you listen to most often?"

TABLE 21

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| DXCD | 12.7 | 46.4 | .8 | 2.0 | 1.2 |
| DXMC | 5.1 | .8 | 5.2 | 5.3 | 8.7 |
| DXAW | 54.6 | 40.6 | 57.5 | 52.7 | 67.9 |
| DXDN | .1 | .4 | .0 | .0 | .0 |
| DXRA | 2.6 | 1.6 | 2.9 | 5.8 | .0 |
| DXED | 1.2 | .4 | 1.2 | .8 | 2.5 |
| DXDC | 2.0 | .4 | 1.6 | 2.8 | 2.9 |
| DXUM | 2.3 | .4 | 1.6 | 2.0 | 5.0 |
| DXSS | .1 | .0 | .4 | .0 | .0 |
| DXDS | 3.2 | .0 | 12.9 | .0 | .0 |
| DXML | .4 | .0 | 1.6 | .0 | .0 |
| DYRC | .1 | .0 | .0 | .4 | .0 |
| DXKT | .3 | .0 | .0 | .4 | .8 |
| DXKD | .0 | .0 | .0 | .0 | .0 |
| DZXL | .1 | .0 | .0 | .4 | .0 |
| DYCB | .2 | .0 | .0 | .8 | .0 |
| DXMT | 1.6 | .0 | .4 | 2.9 | 2.9 |
| DXDO | .2 | .0 | .0 | .8 | .0 |
| DXMM | .2 | .0 | .0 | .0 | .8 |
| DXRP | .1 | .0 | .0 | .0 | .4 |
| DXGE | .2 | .0 | .0 | .0 | .8 |
| DXRE | .1 | .0 | .4 | .0 | .0 |
| DXRD | .1 | .0 | .0 | .0 | .4 |

For DXCD, all these three comparisons point out that its strength is in its own province, Davao del Norte. It is the only station that leads in any province--other than DXAW. It is the only station competing successfully with DXAW anywhere. The weakness of the other stations seems well confirmed.

"Do you listen to DXCD?"

TABLE 22

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| yes | 44.4 | 86.7 | 36.7 | 12.6 | 41.2 |
| no | 50.2 | 10.4 | 58.7 | 74.1 | 57.9 |

To reinforce these figures, we asked those who said they listened to DXCD what their favorite show on DXCD was. The tendency among respondents, especially in the Philippines we were told, is to try to please the interviewer--if he can figure out what the interviewer would like to hear. We were very cautious about this, and designed the questionnaire so that the respondent would not be able to guess which answers would please the interviewer. However, when the question is asked directly "Do you listen to DXCD?", respondents can probably assume that saying "yes" will please the interviewer. So the next question sought specific information about DXCD from the respondent.

"What is your favorite program on DXCD?"

We can look now at the number of respondents who did name a specific program or program type that they listen to on DXCD, and set it next to the number who listen to DXCD.

TABLE 23

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| listen to DXCD | 44.4 | 86.7 | 36.7 | 12.6 | 41.2 |
| specified a program | 34 | 67 | 28 | 9 | 33 |
| ratio (approx.) | 4:3 | 9:7 | 9:7 | 4:3 | 5:4 |

These figures suggest that the basic listenership percentages are valid, and that they can be taken as indices of the true coverage of DXCD.

The next logical question is: what shows do the people prefer on DXCD?

"What is your favorite program on DXCD?"

TABLE 24

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| religious | .8 | .2 | 1.2 | .0 | .0 |
| music | 6.1 | 7.3 | 5.0 | 3.2 | 8.7 |
| farming | 3.7 | 11.6 | .8 | .0 | 2.5 |
| family planning | .3 | .8 | .0 | .4 | .0 |
| drama | 5.3 | 15.0 | .0 | .4 | .0 |
| commentary | 1.3 | 3.2 | .8 | .4 | .8 |
| interview | .6 | 1.2 | .4 | .0 | .8 |
| public service | 2.0 | 5.6 | 1.6 | .0 | .4 |
| political | .4 | .4 | .0 | .0 | 1.2 |
| amateur | 6.9 | 12.8 | 6.6 | 2.5 | 5.7 |
| dedication | 4.2 | 9.2 | 2.5 | .0 | 5.0 |
| news | 4.5 | 7.6 | 5.0 | .8 | 3.7 |
| social awareness | 1.0 | 2.0 | 1.2 | .4 | .4 |
| radio patrol | .5 | 2.0 | .0 | .0 | .0 |
| household/ marketing | .3 | .0 | .8 | .4 | .0 |

It is the amateur show that gets the largest DXCD audience in the total area. In del Norte province, drama, farming, and amateur shows attract the largest audiences. The public service program is favored only by people in del Norte province, probably since it pertains particularly to that geographical area.

To get as thorough a picture of what DXCD shows are listened to, we gave the respondents three other opportunities to mention DXCD shows. There were 426 people who said they had listened to DXCD. By far, most people could not name specific DXCD shows or even the programs types they listened to after the first question about their favorite DXCD show. With each of 426 people having three more chances to mention a DXCD program, we lumped those responses together and present them here together.

"What other DXCD programs do you listen to?"
(figures given here are grequenceis out of a possible 426)

TABLE 25

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| seligious | 18 | 8 | 5 | 2 | 3 |
| music | 31 | 13 | 6 | 1 | 11 |
| farming | 22 | 17 | 1 | 2 | 2 |
| family planning | 13 | 13 | 0 | 0 | 0 |
| drama | 49 | 31 | 4 | 5 | 9 |
| commentary | 22 | 16 | 2 | 0 | 4 |
| interview | 5 | 3 | 0 | 0 | 2 |
| public service | 29 | 18 | 4 | 1 | 6 |
| political | 0 | 0 | 0 | 0 | 0 |
| amateur | 50 | 37 | 6 | 1 | 6 |
| dedication | 21 | 13 | 2 | 0 | 6 |
| news | 50 | 33 | 6 | 2 | 9 |
| social awareness | 12 | 10 | 1 | 1 | 0 |
| radio patrol | 33 | 32 | 0 | 0 | 1 |
| hoosehold/ marketing | 15 | 11 | 2 | 2 | 0 |

We do not have comparison figures with other stations. But it would seem doubtful that respondents could name many programs on other stations--even on DXAW after the soap operas had been mentioned. The impression that comes through in coding all the questionnaires is that the respondents do not have a thorough knowledge of station program schedules. They do have their favorite programs and they may use music for background to their work, but they do not do a lot of dial-twisting. This is an impression.

Does radio stimulate communication among listeners? Do people talk about radio. 72.3% of the respondents said that they do talk about radio shows, so we asked them which shows they talk about. (The percentage of people who say they do not talk about radio is the same as the percentage of people who say they listen by themselves--about 20%.

"Which radio shows do you talk about?"

TABLE 26

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| religious | .8 | 1.6 | .8 | .4 | .4 |
| music | 3.7 | .4 | 10.4 | .8 | 3.7 |
| farming | 1.9 | 5.9 | .0 | 1.2 | .8 |
| family planning | 1.1 | 4.1 | .0 | .0 | .4 |
| drama | 29.4 | 17.8 | 30.0 | 16.8 | 44.4 |
| commentary | 1.5 | 2.5 | .8 | 1.2 | 1.7 |
| interview | .0 | .0 | .0 | .0 | .0 |
| public service | .6 | 2.0 | .4 | .0 | .0 |
| political | .4 | .4 | .4 | .0 | .8 |
| amateur | 1.8 | 3.6 | .4 | 1.2 | 2.0 |
| dedication | 1.7 | 4.1 | 1.2 | .4 | 1.2 |
| news | 13.1 | 13.1 | 12.2 | 8.3 | 21.1 |
| social awareness | .7 | 1.2 | .4 | .8 | .4 |
| radio patrol | .8 | 1.2 | .8 | .8 | .4 |
| household/ marketing | .6 | .4 | .8 | .4 | .8 |

The drama seems to generate more discussion than the other shows, even more than the news shows which have more daily listeners.

Listener effects

The sample was asked about new and different things that radio has presented to them, and then about any changes in their own lives that they have made because of what they had heard over the radio.

"Have you learned new things from the radio?"

yes -- 67.3%

no -- 27.7%

"Have you changed the way you live from anything you have heard on the radio?"

yes -- 48.4%

no -- 46.5%

"What kinds of new things have you learned from radio?"

TABLE 27

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| farming | 36.0 | 40.7 | 43.3 | 23.4 | 36.6 |
| family planning | 12.9 | 17.5 | 13.7 | 14.2 | 6.2 |
| social awareness | 21.4 | 28.6 | 20.4 | 11.3 | 25.4 |
| voting | 6.5 | 2.4 | 15.8 | 1.2 | 6.3 |
| morals/ethics | 1.3 | 3.7 | .8 | .4 | .4 |
| family budget | 3.9 | 5.4 | 2.9 | 5.0 | 2.5 |
| child care/health | 1.4 | 1.6 | 2.4 | .8 | 3.3 |
| new entertainment | 2.7 | 3.3 | 2.9 | .8 | 3.3 |
| other | .6 | .0 | .4 | .0 | 2.1 |

"In what areas of life have you changed from what you have heard on the radio?"

TABLE 28

| | total | del Norte | del Sur | Oriental | City |
|---|---|---|---|---|---|
| farming | 18.7 | 22.4 | 19.1 | 13.0 | 20.4 |
| family planning | 2.9 | 5.8 | 1.7 | 2.1 | 2.1 |
| social awareness | 10.3 | 6.6 | 22.9 | 5.4 | 6.2 |
| voting | 1.4 | .4 | 4.2 | 1.2 | .0 |
| health/child care | 3.1 | 6.7 | 2.1 | 2.1 | 1.7 |
| household care | 6.6 | 9.6 | 2.9 | 7.9 | 6.2 |
| family budget | 5.6 | 12.0 | 3.7 | .8 | 5.8 |
| morals/ethics | 4.3 | 3.3 | 5.0 | 4.6 | 4.1 |
| new entertainment | 1.7 | .8 | 2.5 | 2.1 | 1.2 |

These "effects" were not really measured, of course. They are the testimony of the respondents. The first four categories in each list were present on the questionnaires, and seem to have received greater stress because of that. How much is real and how much

is the power of suggestion awaits further study. The fact that the respondents suggested several other categories themselves indicates that innovations in attitudes and behavior really are taking place and that people see radio as a source of innovations in their lives.

To get at the exact changes that are taking place among the population because of radio, or, more precisely, because of DXCD's programming, we would have to have a more controlled situation with specified goals, pre-measures, control groups, and all the requisite paraphernalia of quantitative research. As the goals of DXCD become more specified, and therefore more operational, this kind of research becomes very possible. In the present situation, we are able to provide no more than these listenership statistics and audience profiles; these represent an entirely different kind of data from "effects" data.

We now turn to a profile of the DXCD audience in Davao del Norte province.

## CHAPTER 4 -- The Audience

In this chapter, we intend to present the figures on the responses given by DXCD listeners in the province of Davao del Norte. This province contains the highest percentage of DXCD listeners--86.7%. DXCD is the most popular station in the province, even leading DXAW, the most dominant station in the whole Davao area. In this chapter, all the figures will be given both in frequencies, the actual number of responses received for every alternative on every question, and in the approximate percentage.

"Do you listen to DXCD?"

| | |
|---|---|
| yes -- 209 | 87% |
| no -- 27 | 11 |
| n.a. -- 5 | 2 |

So the DXCD audience is represented for us by the 209 positive respondents. All subsequent questions now will be analyzed in terms of the responses of these 209.

"How old are you?"

| | |
|---|---|
| under 15 -- 19 | 9% |
| 15-24 -- 65 | 31 |
| 25-34 -- 51 | 25 |
| 35-44 -- 40 | 19 |
| 45-54 -- 25 | 12 |
| over 55 -- 8 | 3 |
| no answer -- 1 | |

Sex:

| | |
|---|---|
| female -- 99 | 47% |
| male -- 110 | 53 |

"What is your religion?"

| | | |
|---|---|---|
| Catholic | 188 | 93% |
| Protestant | 14 | 5 |
| Muslim | o | 0 |
| Mongkadista | 1 | .4 |
| Jehovah's Witness | 2 | .8 |
| Seventh day Adventist | 3 | 1.2 |
| no answer | 1 | |

Marital status:

| | | |
|---|---|---|
| single | 84 | 41% |
| married | 120 | 58% |
| widowed | 3 | 1 |
| separated | 1 | .4 |
| no answer | 1 | .4 |

Schooling

| | | |
|---|---|---|
| none | 7 | 3% |
| 1-2 years | 13 | 6 |
| 3-4 | 40 | 19 |
| 5-6 | 78 | 37 |
| some high school | 40 | 19 |
| full high school | 20 | 9 |
| some college | 5 | 2 |
| full college | 5 | 2 |
| no answer | 1 | .4 |

Radio language preferred:

| | | |
|---|---|---|
| Cebuano | 176 | 86% |
| Tagalog | 13 | 6 |
| Ilonggo | 6 | 2 |
| Ilocano | 1 | .4 |
| English | 5 | 2 |
| no answer | 8 | |

Home language:

| | | |
|---|---|---|
| Cebuano -- 166 | 81% |
| Tagalog -- 3 | 1 |
| Ilonggo -- 29 | 14 |
| Ilocano -- 1 | .4 |
| English -- o | 0 |
| Mandaya -- 3 | 1 |
| Dabaweno -- 5 | 2 |
| Antiquino -- 1 | .4 |
| Boholano -- 1 | .4 |

Birthplace:

| | |
|---|---|
| present hometown -- 49 | 23% |
| del Norte -- 16 | 7 |
| del Sur -- 2 | 1 |
| Oriental -- 1 | .4 |
| Davao City -- 7 | 3 |
| other Mindanao -- 20 | 9 |
| Visayas -- 111 | 54 |
| Luzon -- 3 | 1 |
| other, no answer -- 2 | 1 |

Length of residence in present barrio:

| | |
|---|---|
| less than one year -- 8 | 3% |
| 1-2 years -- 25 | 12 |
| 3-4 -- 21 | 10 |
| 5-6 -- 21 | 10 |
| 7-8 -- 10 | 4 |
| 9-10 -- 14 | 6 |
| 11-15 -- 22 | 11 |
| 16-20 -- 39 | 19 |
| over 20 -- 49 | 24 |

Occupation:

| | | |
|---|---|---|
| land-owning farmer | -- 47 | 23% |
| tenant farmer | -- 29 | 14 |
| fishermen | -- 1 | .4 |
| housewife | -- 50 | 24 |
| professional | -- 7 | 3 |
| daily wage earner | -- 13 | 6 |
| unemployed | -- 11 | 5 |
| student | -- 50 | 24 |
| businessmen | -- 1 | .4 |

Source of news:

| | | |
|---|---|---|
| people | -- 8 | 4% |
| papers | -- 7 | 3 |
| radio | -- 144 | 71 |
| radio/papers | -- 8 | 4 |
| radio/people | -- 11 | 5 |
| all | -- 1 | .4 |
| no answer | -- 30 | |

Newspaper use:

| | | |
|---|---|---|
| never | -- 109 | 54% |
| monthly | -- 38 | 18 |
| weekly | -- 35 | 17 |
| 3/4 times/weekly | -- 10 | 4 |
| daily | -- 1 | .4 |
| no answer | -- 3 | |

Radio at home:

| | | |
|---|---|---|
| yes | -- 185 | 89% |
| no | -- 24 | 11 |

Radio use:

| | | |
|---|---|---|
| never | -- 2 | .8% |
| weekly | -- 16 | 7 |
| 3/4 times/weekly | -- 18 | 8 |
| daily | -- 172 | 84 |

Number of programs daily:

| | | |
|---|---|---|
| one | -- 15 | 7% |
| two | -- 16 | 8 |
| three | -- 39 | 19 |
| four | -- 41 | 20 |
| five | -- 29 | 14 |
| six | -- 14 | 7 |
| seven | -- 8 | 3 |
| eight | -- 8 | 3 |
| 9 or more | -- 12 | 5 |
| no answer | -- 27 | 13 |

Preferred time of day for radio:

| | | |
|---|---|---|
| early morning | -- 35 | 17% |
| morning | -- 35 | 17 |
| noon | -- 8 | 3 |
| afternoon | -- 15 | 7 |
| evening | -- 21 | 10 |
| night | -- 17 | 8 |
| no special time | -- 73 | 36 |
| no answer | -- 5 | |

"Do you listen to the radio more for entertainment or more for information?"

| | | |
|---|---|---|
| entertainment | -- 66 | 32% |
| information | -- 74 | 35% |
| both | -- 68 | 33% |
| no answer | -- 1 | |

This represents an important point of information for DXCD. Those who listen to DXCD tend to look on radio as an information medium, in whole or in part. The efforts of DXCD programmers to produce shows, or at least provide shows, for community development can presume now a certain predisposition among the people--a predisposition that expects radio to be of service or to do more than divert and entertain.

"How often do you listen to the following types of programs?"

TABLE 29

| (frequencies) | daily | weekly | monthly | never | n.a. |
|---|---|---|---|---|---|
| religious | 85 | 72 | 13 | 38 | 1 |
| music | 137 | 47 | 6 | 18 | 1 |
| farming | 88 | 40 | 23 | 55 | 3 |
| household/marketing | 82 | 38 | 19 | 61 | 9 |
| family planning | 33 | 45 | 18 | 106 | 7 |
| drama | 145 | 27 | 19 | 19 | 1 |
| commentary | 58 | 37 | 22 | 86 | 6 |
| interviews | 44 | 55 | 25 | 81 | 4 |
| public service | 78 | 57 | 24 | 48 | 3 |
| political | 8 | 28 | 43 | 122 | 8 |
| amateur shows | 11 | 181 | 9 | 6 | 2 |
| dedication | 80 | 50 | 22 | 57 | 0 |
| news | 154 | 38 | 7 | 7 | 3 |

This does not refer only to DXCD programs, but it again reflects the saturation of radio throughout the Davao area which has been a keynote of the total survey. It is an extraordinary coverage, which has so far been used only by commercial radio stations.

"What is your favorite type of show?"

| | | |
|---|---|---|
| religious | -- 1 | .4% |
| music | -- 9 | 4 |
| farming | -- 11 | 5 |
| family planning | -- 2 | 1 |
| drama | -- 123 | 60 |
| commentary | -- 7 | 3 |
| interview | -- 2 | 1 |
| public service | -- 3 | 1 |
| amateur | -- 11 | 5 |
| news | -- 16 | 8 |
| household/marketing | -- 1 | .4 |

"What station is your favorite program on?"

| | | |
|---|---|---|
| DXCD | -- 82 | 40% |
| DXMC | -- . 6 | 3 |
| DXAW | -- 103 | 51 |
| DXDN, DXRA, DXED | 1 each | .4% |
| no answer | -- 14 | 6 |

"Have you learned new things from radio?"

| | | |
|---|---|---|
| yes | -- 178 | 85% |
| no | -- 31 | 15 |

"What kinds of things have you learned?"

| | | |
|---|---|---|
| farming | -- 88 | 43% |
| family planning | -- 39 | 19 |
| social awareness | -- 62 | 31 |
| other | -- 35 | (voting: 5; morals: 7; family management:12; child care/health:4; new entertainment: 7) |

"Have you changed the way you live from what you have heard on the radio?"

| | | |
|---|---|---|
| yes -- | 135 | 66% |
| no -- | 73 | 34 |
| no answer | 1 | |

"What kinds of changes have you made?"

| | | |
|---|---|---|
| farming | -- 47 | 23% |
| family planning | -- 13 | 6 |
| social awareness | -- 16 | 8 |
| house care | -- 22 | 10 |
| family care | -- 26 | 12 |
| other | -- 26 | (voting: 1; health/child care: 16; morals: 7; new entertainment: 2) |

"Which station do you listen to most?"

| | | |
|---|---|---|
| DXCD | -- 112 | 55% |
| DXAW | -- 79 | 39 |
| others | -- 8 | 4 |
| no answer | -- 11 | |

"Which show is your favorite on DXCD?"

| | | |
|---|---|---|
| religious | -- 5 | 2% |
| music | -- 18 | 8 |
| [illegible] | -- 28 | 13 |
| family planning | -- 2 | 1 |
| drama | -- 30 | 14 |
| commentary | -- 8 | 3 |
| interview | -- 3 | 1 |
| public service | -- 14 | 6 |
| political | -- 1 | .4 |
| amateur | -- 32 | 15 |
| dedication | -- 23 | 11 |
| news | -- 19 | 9 |
| social awareness | -- 5 | 2 |
| radio patrol | -- 5 | 2 |
| household | -- 6 | 3 |

Note that the favorite program of these 209 people is drama, and that for the most part their favorite program is on DXAW. Probably, then, they are fans of Diego Salvador and Maria Flor de Luna. But they do listen to DXCD most, and their favorite show on DXCD is not the drama but the amateur show.

We asked all the respondents (960) which station was the best station. 123 said it was DXCD, and 421 said it was DXAW. Then we asked them why they said this certain station was the best, and a comparison of the reasons they gave provides us with an idea of what aspects of a station's programming are contributing to its image in the public mind. This was an open-ended question, so that all the categories listed were suggested by the respondents. For DXCD, it shows how DXCD compares with DXAW--as far as people's images go.

| "Why is this station better?" (percentages) | DXCD | DXAW |
|---|---|---|
| interesting/entertaining | 9 | 7 |
| strong signal | 16 | 13 |
| better dramas | 2 | 42 |
| instructional | 39 | 5 |
| service to people and their progress | 8 | less than 1 |
| good farm show | 5 | less than 1 |

This is a very gratifying, a very important finding for DXCD. It indicates that in the people's minds, it is different from DXAW because it is more instructional, and a large number of persons prefer it for this reason. To them, DXAW is an entertainment station. They still turn their dials to listen to the dramas on DXAW, but they feels that DXCD has more to offer in terms of instructional programming and service programming. To put more emphasis on community development programming, DXCD does not have to worry about changing its image in the public mind.

## CHAPTER 5 -- Discussion

The picture that emerges for DXCD is very encouraging. On the one hand, DXAW certainly dominates the Davao area, but DXCD is the only station that is more popular than DXAW anywhere in the area. On the other hand, there are no other significant radio stations in the area--quite a finding, given the number of stations. The ones that do get a small percentage of the total audience are either in the shadow of DXAW in Davao City (DXMC, DXUM) or too far from DXCD's Tagum base to be competitive to DXCD (DXDS). So, even though there are so many stations on the air in the Davao area, most of them have such a small percentage of the audience that it is hard to justify their continuing on the air. DXCD has its stronghold in Davao del Norte province, but is quite weak in Davao City.

This is a discouraging picture in terms of seeking a commercial base, since advertisers are most interested in Davao City as a market. But for community development, for working with an audience that looks to DXCD for instructional programs and that looks to DXCD as its local station, the picture is excellent. The base that DXCD has established in del Norte province is remarkable. We found from our random sample that 87% of the people in the province listen to DXCD. Projecting that percentage against the total population of the province, we can say quite confidently that 377,000 people in del Norte province listen to DXCD, and 55%, or 195,000, listen to DXCD most.

This report has contained a blizzard of statistical tables, most of which speak to a very specific question that the radio station staff might have. They are not sophisticated tables, however; we have not used any statistical tools like correlation, or chi-square, or regression, or any of those things. The tables speak for themselves, and they speak simply. We have merely given percentages and frequencies (counts). They do not need analysis by someone with special training, but can most suitably be discussed by the DXCD staff itself which knows the local situation, their own programming, and the programming of the other stations.

The contribution of this research has been to get information and to insure its accuracy by observing the strictures of random sampling. The information gets its main value from its representative value--which is another way of saying that this information is true. It very closely reflects the media habits of all the people in the three Davao provinces and in Davao City.

APPENDIX I -- The Questionnaire

1. barrio_____town_____province_____
   for Davao City: barrio_____district_____

2. Age: under 15, 15-24, 25-34, 35-44, 45-54, over 55

3. Female_____Male_____

4. Religion: Catholic_____Protestant_____Muslim_____
   other (specify)_____
5. Marital status: single_____married_____widow_____separated_____

6. Schooling: None, 1-2, 3-4, 5-6, some high school, high school
   some college, college

7. Language used at home: Cebuano, Tagalog, Ilonggo, Ilocano
   English, other (specify)_____

8. Where were you born?_____

9. How long have you lived here?_____

10. What is your work or occupation?
    owner-farmer_____tenant farmer_____fisherman_____
    housewife_____professional (specify)_____
    daily wage earner (specify)_____unemployed_____
    student (if the respondent is a student, ask the occupation of
    his father)_____

11. When you hear new things, do you hear them from other people,
    or from the newspapers, or from the radio?

12. How often do you read the newspapers? never, once a month,
    once a week, 3/4 times/week, daily

13. Do you have a radio at home? yes no

14. How often do you listen to the radio? never, once a week,
    3/4 times/week, daily

15. If daily, how many programs do you listen to each day?_____

16. What time of day do you listen to most often? early morning,
    morning, afternoon, early evening, night

17. What language do you prefer on the radio? Cebuano, English,
    Tagalog, Ilonggo, Ilocano, other (specify)_____

18. How often do you listen to the following types of programs?

| | daily | weekly | monthly | never |
|---|---|---|---|---|
| religious | | | | |
| music | | | | |
| farming | | | | |
| household tips/ marketing | | | | |
| family planning | | | | |
| drama | | | | |
| commentary | | | | |
| interview | | | | |
| public service | | | | |
| political | | | | |
| amateur | | | | |
| dedication | | | | |
| news | | | | |

19. Do you listen to the radio more for entertainment, or more for information?

20. What is your favorite radio program?

21. What station is it on?_____or don't know.

22. What kind of music do you prefer: classical, semi-classical, popular English, popular Tagalog, popular Cebuano

23. What kind of drama do you like best: sentimental, action, comedy, fantasy

24. Do you listen to dedication programs? yes, no

25. Do you write to dedication programs? yes, no

26. Have you learned any new things from radio? yes, no

if so, which things?
_____farming
_____family planning
_____social awareness
_____voting
_____other (specify)

probe (which program, which station)_____

27. Have you changed the way you live from anything you have heard on the radio? yes no

In relation to what?_____

(specify which kinds of changes)

28. Are all radio stations the same? yes no

29. If no, which station is better?_____Why?_____

30. What radio station do you listen to most?_____

31. Do you listen to DXCD? yes no

IF NO, SKIP QUESTIONS 32-34

32. What is your favorite program on DXCD?_____

33. What other programs do you listen to on DXCD?

34. What kinds of programs would you like to hear on DXCD?

35. Do you talk with your family or friends about radio programs? yes no
If so, which programs?_____

36. Do you usually listen to radio alone, or with friends, or with your family?

name of interviewer

date_____
time_____

## APPENDIX II - The barrios

1. Carmen, Guadalupe
2. Compostela, Mapaca
3. Mabini, Poblacion
4. Maco, Poblacion
5. Mawab, Saosao
6. Montevista, Camansi
7. Nabunturan, Agao
8. New Corella, Limba-an
9. Panabo, Dujale
10. Pantukan, Tagdangua
11. Sto. Tomas, Balagonan
12. Tagum, New Ba-lamban
13. Baganga, Baculin
14. Caraga, Sobrecarey
15. Cateel, Poblacion
16. Gov. Generoso, Tamban
17. Gov. Generoso, Bocsal
18. Manay, Rizal
19. Mati, Buso
20. East Lupon, Calapagan
21. East Lupon, Magsaysay
22. West Lupon, Nogbongcogon
23. San Isidro, Poblacion
24. Tarragona, Cabagayan
25. Bunawan, Bucana
26. Bunawan, Mahayag
27. Bunawan, Ilang
28. Calinan, Marilog
29. Calinan, Sumimao
30. Calinan, Lamanon
31. Toril, Tibuloy
32. Toril, Mulig
33. Toril, Bato
34. Tugbok, Tagakpan
35. Tugbok, New Carmen
36. Tugbok, Callawa
37. Bansalan, Mabunga
38. Digos, Igpit
39. Hagonoy, Mahayahay
40. Kiblawan, Bonifacio
41. Malalag, Tagansule
42. Matanao, Kabasogan
43. Magsaysay, Balnate
44. Padada, Piape
45. Sta. Cruz, Sibulan
46. Sta. Maria, Mamacao
47. Sulop, Salonguale
48. Kaputian, Tagbaobo